

Vision and Values

Great Giving Opportunity Extended

Helen, age 72, is retired and receives a pension and Social Security. In addition, she receives annual distributions from her IRA. She has been supporting Vitae for the last eight years financially, as well as attending the local benefit event with friends and family. The required minimum distribution from her IRA has been approximately \$5,000 each of the last two years. After a discussion with her tax advisor, they agreed she would benefit by having her annual \$1,000 contribution to Vitae made directly from her IRA. Even though Helen does not itemize her deductions, she will not be paying taxes on the amount gifted to Vitae, and the distribution will help satisfy her annual required minimum distribution.

Congress recently passed and the President signed the Tax Relief Unemployment Insurance Reauthorization and Job Creation Act of 2010. As the illustration of Helen showed, one aspect of this bill can assist in saving many unborn lives and reduce taxable income. Part of the Act passed and signed in December of 2010 extends the IRA Charitable Rollover. This allows donors that are at least age 70 ½ on the date of the charitable distribution, to make charitable gifts from their traditional or Roth IRAs without incurring taxable income. The distribution must be made directly from the IRA to the charity and will satisfy all or part of the donor's required minimum distribution (RMD), depending on the amount gifted.

Since this gift-giving opportunity does not increase the taxable income of the donor, it additionally **benefits** those who may be concerned with the negative

impact of additional IRA income to their taxes. This additional income may effect your deduction limits, such as charitable gifts and taxation of Social Security benefits.

Distributions from other kinds of retirement plans are not eligible for this tax break. Also, distributions may be made only to certain types of charities, of which Vitae is one, and may not exceed \$100,000 per year.

This wonderful giving opportunity is available for outright gifts from your IRA and is presently available through December 31, 2011, unless extended or made permanent.

As Vitae does not provide legal or tax advice, you should visit with your financial planner or tax advisor before implementing any gift-giving strategy. To learn more about these and other gift-giving options available for donations to Vitae, contact **Mark Kleene 800-393-5791 or 573-634-4316.**

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Vision and Values
Great Giving Opportunity Extended

Vitae
Inspirations

BRINGING MEDIA TO LIFE

Seattle, LA, Dallas, Kansas City, New York City

Vitae Ads Saving Lives Across the Country



Seattle, Washington - Two campaigns kicked off on February 28 in Seattle. One of the "firsts" Vitae is excited about is the capability to use a wallscape in this northwest market. This campaign is advertising Vitae's YourOptions.com website, which provides valuable information on dealing with an unplanned pregnancy to women, their families and friends. Women can also find local Pregnancy Centers through the website. The YourOptions.com site is also advertised on a billboard and light rail systems.

outside of many local buses. It is so great!" Gipson reported 19 women came in when the bus ads first went up. She asked for prayers for all the women, but one in particular. One mother is currently separated from her husband and living in transitional housing with her five children. She's had a previous abortion and does not want to go through that again. She wants to give this baby up for adoption. The husband does not want that and is pushing for an abortion. Please pray for this troubled mother, her children and her precious unborn child.

The second part of the four-week Seattle campaign is advertising Next Step Pregnancy Center with interior cards on buses and ads on the back exterior of the buses, known as the "bus tail." The ads contain the Center's direct phone line. Vitae has had tremendous success with this type of advertising.

As the Seattle campaign got underway, Kathy Gipson, director of Next Step Pregnancy Center, reported the campaign was going well. "It's truly been an amazing week here at the clinic. We are so thankful to the Vitae Foundation for sponsoring an advertising campaign for us. Perhaps you have seen us on the inside and

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Los Angeles, California - Vitae continues to run an ad in the Latino news circular *El Clasificado* in Los Angeles. Due to the ad's success, Los Angeles Pregnancy Services

(LAPS) is advertising in more "zones," resulting in a further reach of the ad.

"We are so grateful to all of you for your continued (support). Last month was a record month with 13 babies saved in one week mostly thanks to the ad and the expansion of our zones! Praise God for those precious lives and your generosity!" Astrid Bennett Gutierrez, M.E.V., Executive Director of LAPS, stated.

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Vitae Moves Forward with NYC Subway Campaign

There is a new law in New York City which will impose unconstitutional restrictions on Pregnancy Help Centers and violate their free speech rights. Vitae Foundation responded with another life-saving advertising campaign on the subways of New York City, which began March 28. New figures just released show that Vitae's ads helped save an estimated 1,500 babies last year alone in NYC!

"This is why we cannot let the abortion industry stifle our freedom of speech through advertising! I believe this unjust law will eventually be ruled unconstitutional as was a similar statute in Baltimore recently," according to Thomas Cronquist, Vitae's Senior Vice President for Eastern Market Expansion. "Until then the Vitae Foundation will continue to move forward with advertising that helps women find life-affirming alternatives to abortion."

A federal lawsuit has been filed against the city of New York over the new law, which is

designed to force centers to tell women what services they DO NOT provide, such as abortion, abortion referral and contraception through disclaimers posted in the centers, *in advertising* and over the phone.

"In effect, the law will control how pro-life centers carry out their life-saving work with women who are facing unwanted pregnancies and thinking about aborting their babies," Cronquist added. "On the other hand, abortion clinics have no restrictions placed upon them in this new law."

Please help the Vitae Foundation continue its highly effective pro-life advertising by making a generous donation today. We can bring thousands of women into pro-life pregnancy centers where they will find the help they need to bring their babies to term. We can make a big difference with your support across this country, including New York City, the "Abortion Capital of America."

From The President

Vitae Stands Firm as the Culture Shifts to Value Life

It's taken 38 years, but it's finally happening. For the first time since *Roe v. Wade* became law, the abortion industry is beginning to feel the pressure of the public shift toward a culture of life. First, we can measure the decline in abortion numbers in states like Missouri, Nebraska, Wisconsin and Washington State. Second, Vitae can measure in our own campaigns an increased number of people who are willing to refer a woman to a Pregnancy Help Center (PHC) in her community. Third, the abortion industry is lashing out and attacking their competitors: the PHCs. These three reasons suggest movement after all these years—cultural movement. Numerous polls continue to show a shift toward a pro-life point of view.

The abortion industry is responding in a very unusual way. Historically, they didn't take the PHC's seriously. But these life-affirming centers are showing significant growth, and consequently, the abortion industry is attacking the very people they've taken for granted because they are now seen as a threat. The PHC's success is cutting into the abortion industry profits!

Vitae's approach is to continue the pressure even though we very definitely feel under attack. You see, the abortion industry does NOT like our advertising. Our ads are saving women and their unborn babies. We are pushing back aggressively and expanding our media strategies throughout the United States

(see related story on page 1). For the first time in several years, we have programming in a number of larger markets running simultaneously.

Let's take a look at the different types of media we're using. We don't use much television anymore because our target audience is more Internet-centered. For the first time we've used a huge wallscape concept in Seattle with an interesting viral component—a campaign within a campaign. The early reports coming in are exciting! We've run many campaigns across the country, but never have our ads resulted in so many women walking in to make an appointment with a Pregnancy Help Center. This is tremendous!

Vitae's technique for measurement is being perfected, and we measure much differently than in the past, now using

local data. We're results oriented, and we reach nationwide. However, it's the communications industry that determines what we do. The communications industry is constantly changing. It is our job here at Vitae to figure out the most effective ways to take our message to our very illusive audience, and do so in a way that produces results. These results would not happen without you, the Vitae donor. We thank you and so do the babies!



Vitae's approach is to continue the pressure even though we very definitely feel under attack.

Honor Your Mother with a Memorial or Tribute Gift

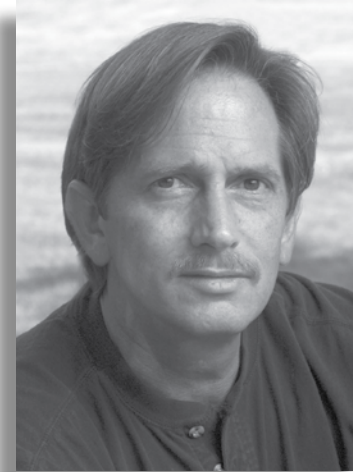
This Mother's Day, take a moment to honor the woman who gave you life. What better way to say, "Thanks Mom!" than making a tribute gift in her name to Vitae. If your Mother has passed, then a memorial gift to honor her life and memory is a wonderful way to help Vitae with its mission while honoring Mom at the same time. Memorial and tribute gifts can be made any time of the year, but Mother's Day is just around the corner...so remember Mom and help save babies at the same time! Go to www.vitae.foundation.org to make your gift or send a check with the names of the women you wish to honor to

Vitae Foundation
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Meet Michael Clancy

Photo "Heard" Around the World

"All I did was take a picture. I just reacted."



Those humble words are from veteran photojournalist Michael Clancy, who did a bit more than just take a picture. Clancy was hired by *USA Today* in 1999 to take photos during an *in utero* corrective surgical procedure. What happened in that operating room continues to have ramifications even today.

Clancy speaks to groups all over the world about the day baby Samuel was operated on at Vanderbilt University Medical Center. The surgical procedure was

on a 21-week-old fetus diagnosed with spina bifida. At that time this was the earliest the surgical team would consider for this type of surgery.

The photojournalist said the critical part of the surgery was complete after only an hour. As a doctor asked Clancy what speed of film he was using, out of the corner of his eye he saw the uterus shake, but no hands were near it. It was shaking from within.

"Suddenly, an entire arm thrust out of the opening, then pulled back until just a little hand was showing. The doctor reached over and lifted the hand, which reacted and squeezed the doctor's finger," Clancy recently told a Vitae audience in Sedalia, Mo. Clancy snapped his photos and little did he know what would ensue.

"My photo appeared in the *Tennessean* and *USA Today*," Clancy told the captivated audience. "It was the earliest human interaction with a fetus."

It also caused a great controversy which involved *Life* Magazine—who wanted to buy the picture and bury it, Clancy told the audience. It was then that he realized the power of this photo and began sending it out to newspapers and Pregnancy Help Centers. He heard back from many who said, "Your picture is saving lives!" As the partial-birth abortion debate went on in Congress, the bill sponsor handed out Clancy's photo in the form of 8x10's. The shy photojournalist was invited to and attended the bill signing because his picture was so influential.

"Before I took this picture, I supported a woman's right to have an abortion," Clancy noted. "After witnessing Samuel's struggle for life, there is absolutely no doubt that at 21 weeks in the womb, a child is a reactive human being who deserves legal protection."

Clancy's story is much more than what happened the day he photographed Baby Samuel. His personal story is gripping—and not to be missed if Clancy is speaking in your area. Watch Vitae's website, www.vitae.foundation.org to find out where Clancy is appearing at additional Vitae events.

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Greater Kansas City Area - The first phase of the Greater Kansas City area campaign targeted Wyandotte Pregnancy Center, where at least four babies have been saved from abortion! Data from Donna Kelsey, director of this Eastern Kansas Center, showed that her Center saw an increase in traffic of 60 percent over last January.

"It is always a pleasure to join with Vitae in the cause for life," Kelsey stated. "We were able to touch lives and make a difference." The next phase of the campaign is currently underway in Johnson County, Kansas. A four-week campaign began on March 28 with 13 billboards advertising Advice and Aid Pregnancy Center.

New York City - The last subway campaign that ran in New York City was from December 6 – January 3, 2011. It generated 1,047 calls, with over half of those calls resulting in babies saved! It was announced that with all three campaigns in NYC last year, **an estimated 1,500 babies were saved due to Vitae's ads on subways and buses.** A brand new four-week subway campaign began on March 28.

None of this could take place without the generous donors at Vitae. The next newsletter will highlight some of the individual stories from these campaigns that are just taking shape around the country. Stay tuned.

Dallas/Ft. Worth, Texas - On February 21 in the Dallas/Ft. Worth area, Vitae began two, four-week campaigns. A total of 112 billboards have gone up. The billboards advertise Dallas Pregnancy Resource Center (DPRC), which has three locations around the city. One location is less than three miles from two major abortion facilities, Southwestern Women's Surgery Center and Routh Street Clinic.



In another first for Dallas, Vitae is using the DPRC's phone number on the billboards. Early in the campaign, 41 calls came in from abortion-minded women and 22 made appointments with the Centers.

Internet advertising in the Dallas area will continue to promote YourOptions.com on Google and the social networking websites, Facebook and MySpace.